

New Recipes for Dream Kitchens

AND

*Every Room
in the House*

BY

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LINOLEUM SPECIALISTS

HORNELL, N. Y.

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Dream Rooms - ...and how

*H*OW many times, in visiting a friend's new home, have you exclaimed, "What a dream of a room!" when the proud owner has shown you a particularly lovely kitchen or bath or dining room? How many times have you sighed, "If I could only plan a room like that, without spending a mint of money."

You can—and this book shows you how. You're sure to find it is remarkably easy.

The secret is to select one color or combination of colors as the *theme* of your room—and then use that color, in varying amounts, in your floor and wall coverings, your draperies, upholstery, and accessories. For instance, in the three kitchens and in the three baths shown here, the equipment and layout are identical. *But see what a different "personality" each room has—simply because it is wearing a different color costume.* And in each version of these rooms, note this:

The color theme or the design theme is inspired by the color or design of the linoleum floor. For example, in the jolly kitchen at the left, the key colors are red, black, and gold. What inspired this color combination was the handsome lino-

HERE'S CONVENIENCE, *whatever way you look . . . the efficiency of a quick-lunch counter colorfully adapted to three kitchen exposures. For the North side of the house (LEFT), warm red, daisy yellow, and soft gray are taken from a floor of Embossed Linoleum No. 5700. On the walls, Yellow Linowall No. 772, on the door and cabinets, Dove Gray Linowall No. 732, and on work surfaces the richness of plain black linoleum. Face South (BELOW) for the cool blue of linoleum floor No. 02 and walls of Linowall No. 731. White as foam are the counter sides and door of Linowall No. 770. And for the Northwest, a floor of linoleum No. 0487 (LOWER RIGHT) harmonizes perfectly with Rose Coral Linowall No. 774 and work surfaces of Ruby Linoleum No. 40.*



ARMSTRONG'S LINOLEUM

• Look for the name on the back •

to create them

leum—Armstrong's Embossed Inlaid, No. 5700. The red in it was repeated in the upholstery; the black, in the sink tops and baseboards (both linoleum); and the gold, in the sunny wall covering of washable Armstrong's Linowall—No. 772.

In the smart bathroom on the right, the block feeling of the floor is repeated in the shower curtain, in the tub frieze, and in the squarish fixtures.

If, as you study this book, you like the layout but not the color scheme of a particular room, you can always recolor it to suit yourself. Find a linoleum pattern in the colors you prefer—and then watch how the right hues for the other furnishings just seem to select themselves from the linoleum.

This, of course, is not the only method of decorating a room—but it is by far the easiest and the one least likely to lead you into expensive mistakes. Simple though it is, it provides a multitude of exciting possibilities for expressing your individual taste. And best of all, you can use this method with success whether you are building a new home and starting from scratch with your decorating, or are merely freshening up a tired-out room on the smallest possible budget.



How do you want your bathroom? Formal? Homey? Or glamorous? Simply juggle your color scheme to suit. If formal, note how the reserved black of the linoleum (No. 0475) in the patrician room at the right is repeated in the sink and the tub, with a restrained blue Linowall (No. 771) on the walls to complete the effect of charm and dignity.

But if this treatment is too cool or too formal for your taste, that burgundy-and-chartreuse scheme at the left is definitely on the warmer side (Marbelle Linoleum No. 027 with Chartreuse No. 33 stars and Linowall No. 705). Or if the cosier touch appeals, study the room below, made homey with a blue and yellow scheme derived from Linoleum No. 5702 on the floor and Linowall No. 772.



ARMSTRONG'S LINOLEUM

• Look for the name on the back •

TODAY'S fervor for herb gardens suggested this kitchen, with its little greenhouse outside the window, so that favorite herbs sprout practically under one's hands.

With such a beginning, the color scheme came easily—walls of Armstrong's Linowall No. 773, gently green; a tile-like floor of Embossed Linoleum No. 5352; and plain ever-green linoleum forming a smooth cove base and finish for sink and counters. To top it off, luscious strawberry chintz for curtains and slip covers. Note how white equipment and Venetian blinds, smartly taped in green, freshen and highlight the scheme.

Other provocative ideas are here. The sink at right angles to the window, for example, overcomes shortage of wall space and concentrates the work area in the center of the room.

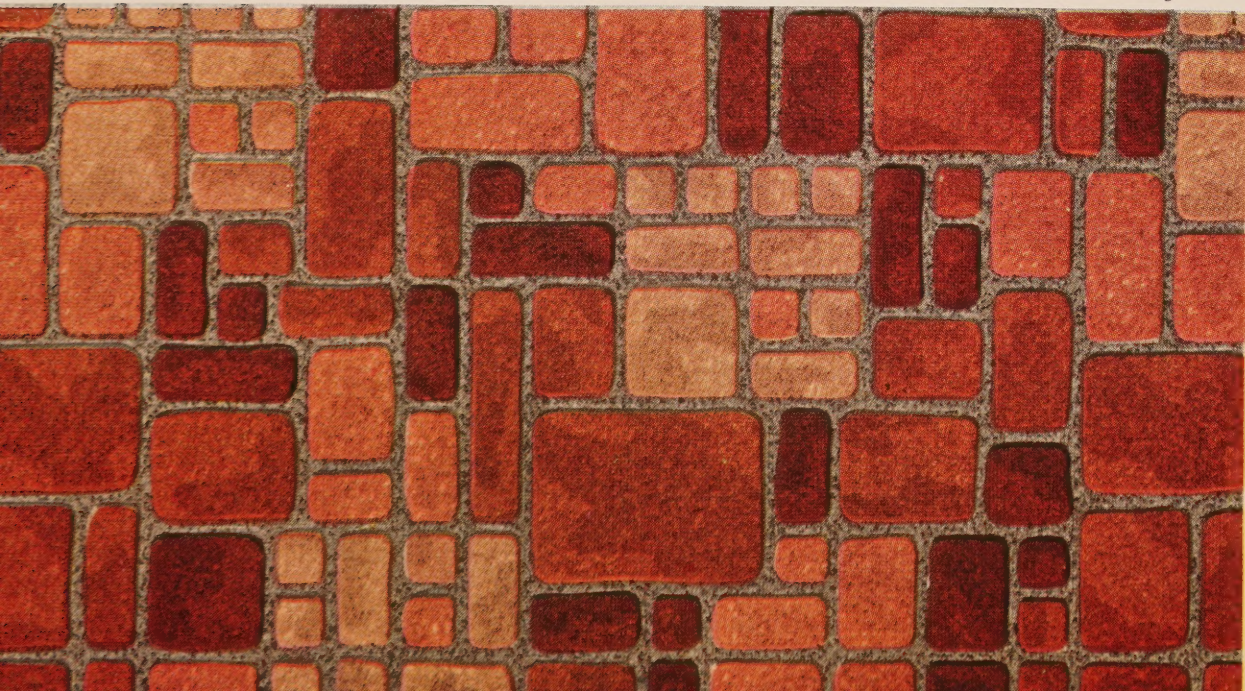
A wonderful counter, swooping around the sink and merging into a full-fledged desk, is something special in breakfast bars; and the triple-deck shelf magically multiplies space. Actually, a planning desk has become almost indispensable to the modern kitchen because so many housewives have outside interests. Here writing material, typewriter, and cook books are sensibly included.

Finally, a treasure of a chopping block also accommodates cutting tools—plus a wide overhang for that problem food grinder!

ARMSTRONG'S LINOLEUM

• *Look for the name on the back* •

Armstrong's Embossed Inlaid Linoleum No. 5352 as shown in room at right.





QUITE literally this room was designed from the floor up. The age-old Chinese maze overlaid with colored blocks cleverly blends the traditional and contemporary in this Straight Line Inlaid No. 0488.

A simple kitchen, yet it incorporates a number of ingenious details you might miss at a casual glance.

The sink cabinet simulates an 18th Century breakfront. Widening this unit at the sink and making it shallow at the ends has merit for certain architectural conditions. Numerous small drawers keep kitchen equipment in better order than a few larger ones. Sink cabinet, table tops, and the cove base are finished with rich sienna marbleized linoleum (No. 017) . . . the last word in practicality. There is no question that a marbleized linoleum is the best choice for counter and sink tops if serviceability is of prime concern. Its mottled pattern camouflages water spots, dust, and accidents which even the most careful housewife cannot avoid.

The walls are Armstrong's Linowall No. 770 in a soft cream color, enlivened with a maze design of set-in red-orange linoleum (No. 41). Note how the pattern emphasizes the architectural lines of the room. In fact, it is design continuity plus proper color harmonies throughout this kitchen that makes it so effective.

ARMSTRONG'S LINOLEUM

• Look for the name on the back •

Armstrong's Straight Line Inlaid Linoleum No. 0488 as shown in room at left.



WE call this our "Cooky Kitchen," for somehow the cream and tan color scheme, the brown-topped circular table, and the little chocolate kitchen goddess atop the lazy Susan remind us of delicious, fresh-baked cookies.

Actually, the color scheme sprang from that lovely old Persian tray above the stove. Some folks would consider such an antique too grand for the kitchen, but since a housewife spends so many hours here, a bit of beauty like that is certainly not wasted.

So walls of Pine Linowall No. 735 served as foil for the tray. Next came the perfect harmony of Armstrong's Marbelle No. 028 on the floor. Broad bands of plain tan linoleum serve to frame the drop-leaf table with its revolving, tiered canister holder and capacious drawers for baking paraphernalia. And mellow brown linoleum covers table tops and sink and forms an easy-to-clean splashboard. Finally, those generous dashes of vibrant green give the cream and tan tones just the spice they need.



Armstrong's Marbelle Linoleum No. 028 as shown in room above.



ARMSTRONG'S



THERE is no reason why kitchen color schemes should follow set formulas and color trends. So here's one that has ventured beyond the beaten

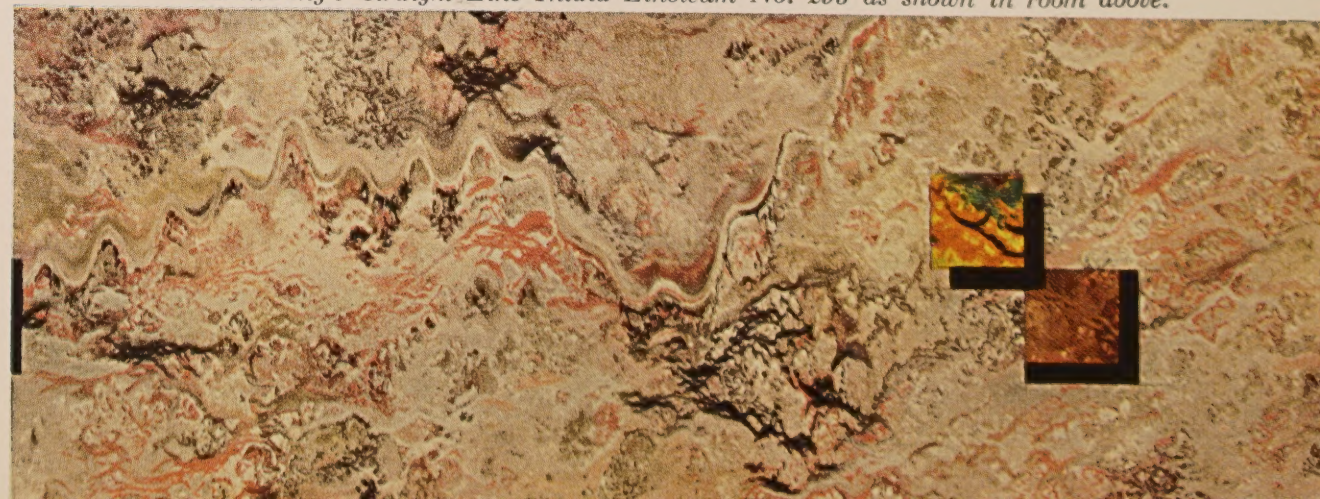
track. Black and pink has a Victorian flavor, reminding one of stiff black satin and pink ruching. So just to be different, exuberant pink roses were painted on shiny black door panels and canisters.

But from here on, the kitchen forgot its Victorian origin and went in for Twentieth Century efficiency. First modern note is the long-wearing heavy gauge linoleum floor—new Straight Line Inlaid No. 293 with permanent walls of Linowall No. 705, pink as a sea shell. Cabinets were painted to match the Linowall; for after all, pink cabinets are no less serviceable than the usual white. Finally, counters and sinks were expertly fitted with plain black linoleum tops. To call them practical is understatement; one must live and work with this type of finish to appreciate its advantages. Black is repeated in the linoleum cove base, in the shiny black ceiling, and in the sleek table and chairs.

LINOLEUM

*..... for every room
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Armstrong's Straight Line Inlaid Linoleum No. 293 as shown in room above.

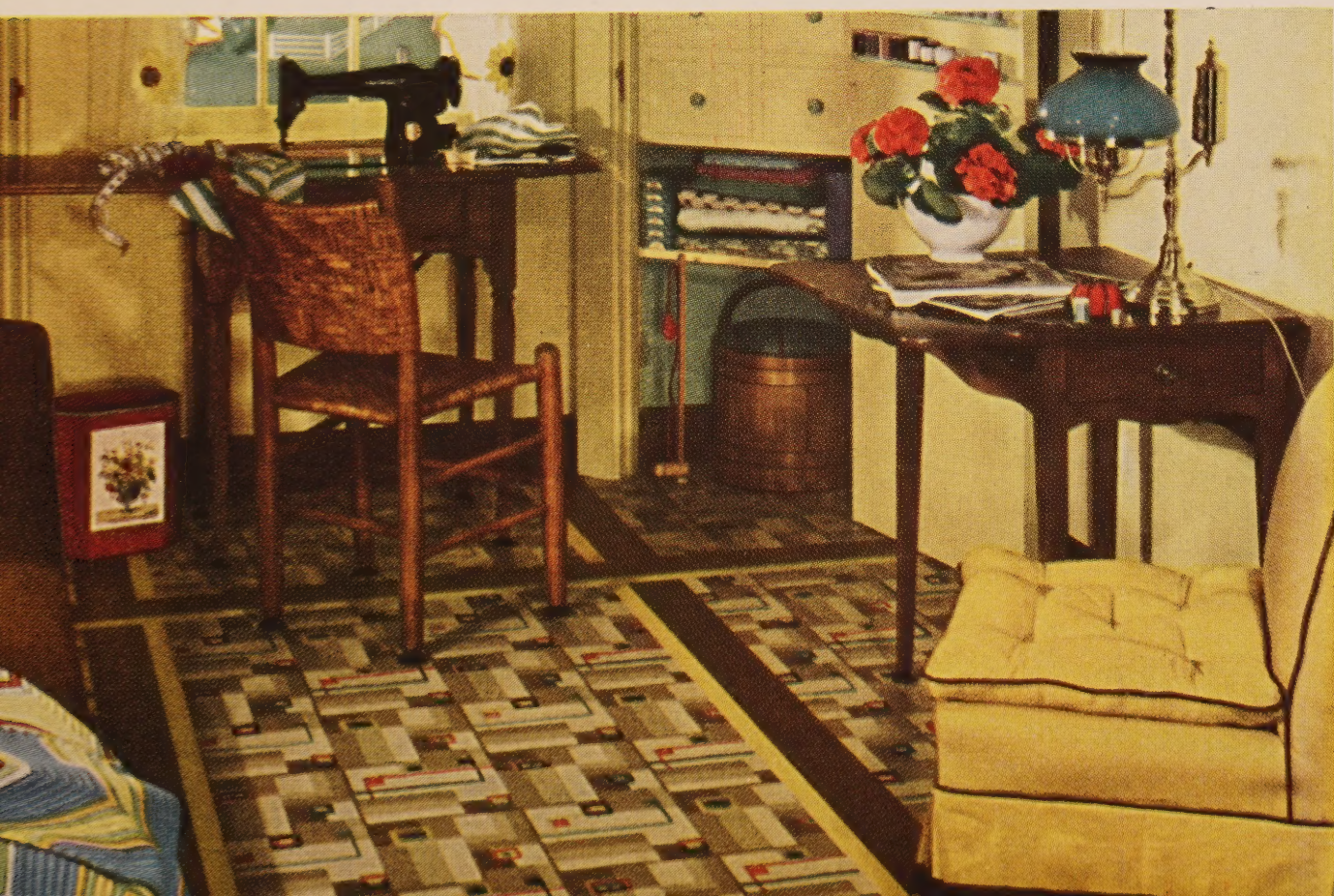


ARMSTRONG'S LINOLEUM FOR



LEFT—Witness effective use of complimentary colors in this floor of Embossed Linoleum No. 5691, composed of terra cotta and turquoise and bordered with a plain gray linoleum cove base (No. 22) and Linostrip of plain turquoise (No. 38). Walls of Dove Gray Linowall No. 732 and counters and sink tops of gray linoleum (No. 22) are a quiet backdrop for those saucy plaid cupboards.

BELOW—Dedicated to the woman who sews, a room with a lintproof linoleum floor is a "must." This particular embossed pattern (No. 5530) was a happy choice because it suggested delightful walls of sunny yellow. Note, too, how wide bands of plain brown linoleum (No. 20) with narrower strips of yellow (No. 48) add to the attractive effect by emphasizing the layout of the room.



RED, WHITE, BLUE—and smart from star-studded floor to star-spangled ceiling. Color does it, because the furnishings are not particularly strange or exciting. Beautifully blue and amazingly serviceable, Armstrong's Monobelle No. 042 was selected for the floor. The wreath of stars was popped into place by die-cuts. Field and white border were laid in no time, and the flamboyant dado and door settled back into place. Again linoleum did wonders to coordinate a color scheme.

EVERY ROOM IN THE HOUSE



THOUGH PLANNED for family use, this dining room manages to be mighty pretty with its scheme of Williamsburg red and old gray-green. A new floor of onyx Jaspé linoleum (No. 3), broadly plaided with a grand shade of copper rust (No. 60), was an inspiration. Off-white peasant-decorated furniture is picturesque against the deep-toned walls, which match the bands in the floor. Even though light in color value, the varicolored Jaspé is extremely serviceable for a much-used room.

RIGHT—A room rampant with ideas to make little space go a long way. Primarily a living room, it can double as a hobby room for the family photographer, because that closet houses a fully equipped darkroom. Best idea of all is the handsome floor of Armstrong's Linoleum, embossed in a refreshing basketweave, Pattern 6380. And it's impervious to ashes, scuffing, and spillings.

BELOW—This distinctive gold and white dining room owes much of its style to the linoleum floor with an interestingly curved center panel of two shades of plain brown linoleum. The field is Armstrong's Marbelle Linoleum No. 029 in subtle cream and umber tones. Creme-de-menthe green for upholstery and cupboard lining gives sharpness and tang to the ensemble.

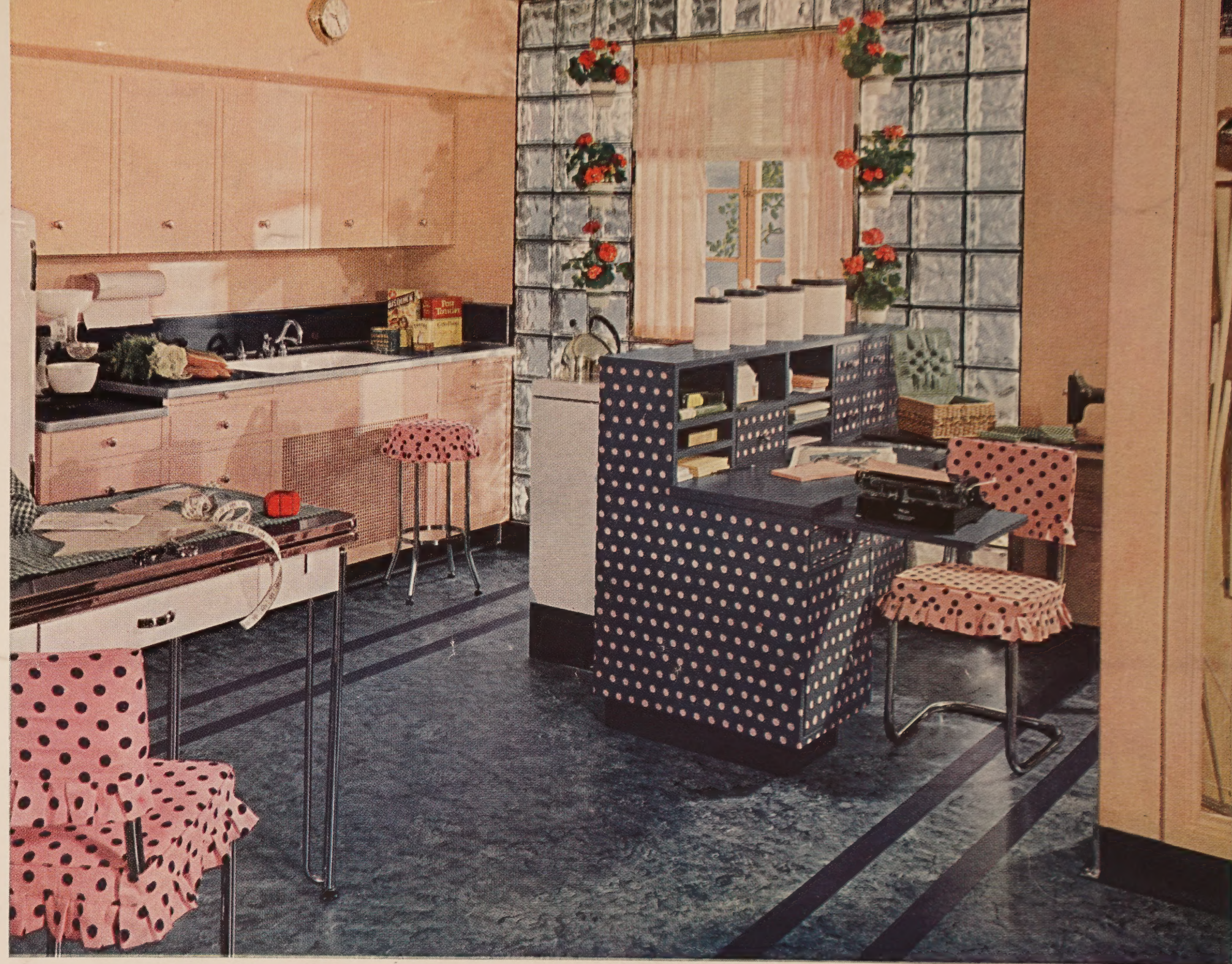


LIKE one of the spanking new cars, this kitchen leaves practically nothing to be desired. It was planned for that phenomenal woman who keeps her own house, looks after her children, sews her own clothes, and finds time for activity in clubs, the PTA, and religious and social service.

First, it's pretty as a picture—mainly because of its lovely colors. Somehow, one thinks of navy blue for this paragon of a woman. Here it becomes a pace-setter, used in combination with apple-blossom pink and polka dots.

The floor of this all-in-one kitchen workshop is Armstrong's Marbelle No. 013, made in three gauges to suit different needs and pocketbooks. Instead of the usual border, twin bands of plain midnight blue achieve a simple, functional quality. The same dark blue linoleum covers sink and counter tops.

And those walls which impress us with their delicacy of color are in reality marvelously serviceable because they are permanent, washable Armstrong's Rose Coral Linowall No. 774.



Armstrong's Marbelle Linoleum No. 013 as shown in room above.

ARMSTRONG'S



THIS is an inventive era, but some old customs could well be recaptured; for example, the livable kitchen. Of course, we can dispense with the inconvenience of old-time kitchens, but not with their roomy comfort.

This room adds the best of the old to the new. A well organized work-center, with everything efficiently arranged, is separated only by a big hand-decorated plate glass partition from a resting and sewing corner. Many a time when something is simmering, a housewife could relax. Sewing here is sensible, too, so that it can be sandwiched between other activities and easily cleaned up afterwards.

Certainly we wouldn't trade that good-looking, easy-to-clean floor, those permanent washable walls, and those linoleum counter tops for anything out of the past. If you like the color scheme, here is the recipe . . . walls of yellow Linowall (No. 772); floor of linoleum (No. 0456) bordered in orange (No. 41), chartreuse (No. 33), and yellow (No. 48); and plain gray linoleum (No. 26) for cove base, sink, and counter tops.

Armstrong's Straight Line Inlaid Linoleum No. 0456 as shown in room above.

LINOLEUM

*.....for every room
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NOWADAYS, almost every well-planned house has a downstairs lavatory; and more and more of these rooms are being transformed—by adding smart floors and walls—into powder rooms, which are far more useful than the dressy name implies.

Here is a place where even a timid novice at decoration may have her fling; and she is more than likely to succeed if she uses floors of stunning Armstrong's Linoleum and walls of wondrous washable Linowall. Both these materials come in delectable colors. For example, brisk wine-red marbled linoleum No. 027 forms this floor; and the walls are Peach Linowall No. 705. The twisted ribbon and star motif was carried out in plain coral (No. 49), eggplant (No. 47), and chartreuse (No. 33). This design can be fashioned from stock linoleum Linostrips and die-cut stars at a surprisingly modest price.

Froufrou but nice are the plate glass and crystal dressing table, the plastic bench topped with chartreuse satin, the ribbon-looped pink marquise window, and the stylized chartreuse and coral ribbons painted on the generous full-length mirror. As a perfect finish and a final flourish, add in-season bouquets of exotic fuchsias in chartreuse crackle bowls.

ARMSTRONG'S LINOLEUM

• Look for the name on the back •

Armstrong's Marbelle Linoleum No. 027 as shown in room at right.





FROM what we read in the home furnishing magazines, there is quite an army of hardy folk to whom an old or dull house is an enticing challenge to ingenuity. Maybe you are one of these, or maybe you simply have an outmoded bathroom that must be dealt with.

Is your old-fashioned tub perfectly good but perfectly awful? Why not enclose it in a natty streamlined cabinet like this? You can kill two birds with one stone and tuck neat little cupboards under the slanting side.

The way that built-in dressing table merges into a smooth linoleum-topped lavatory and hamper is an idea to conjure with. Think of the wonderful storage space right where you want it! And for a color scheme—blues, all the way from sapphire to deep midnight. Walls are Bermuda Blue Linowall (No. 776) blessedly unconcerned about spots and splashes. Floor is rich blue Monobelle No. 042 with staccato bias bands of midnight blue (No. 30). This oblique motif appears again in the shower curtain. And if blue is not your color, a similar scheme could be developed in yellows and browns, in shades of greens, pinks, and reds, or in grays and blacks. You will find both linoleum and Linowall facile materials with which to plan practical, beautiful bathrooms.

ARMSTRONG'S LINOLEUM

• Look for the name on the back •

Armstrong's Monobelle Linoleum No. 042 as shown in room at left.



SOPHISTICATED yet practical, this bedroom should thrill a girl who likes modern décor . . . and blue. It started with Azure Jaspé Linoleum No. 6, laid with the graining alternated, and was continued with walls of serenely blue Linowall (No. 771 Light Azure). Against this blue expanse, off-white furnishings are most effective, and that delectable red-violet plume faille on chairs and pouf clinches the color theme. Design, arrangement, and accessories also play important roles. The custom-built dressing-table desk smoothly curved around the corner, the trimly tailored bed with its screen of filmy ninon, and the large, handsome lamps add much distinction.

Here, also, is excellent handling of texture. Finely woven faille, delicate ninon, quilted chintz, painted woods, smooth walls, and a shaggy white rug are combined in a manner characteristic of modern decoration, which is definitely finding increased favor. This fact probably accounts for the crescendo in popularity of linoleum floors—they belong!



Armstrong's Jaspé Linoleum No. 6 as shown in room above.

ARMSTRONG'S



IS it Army *vs* Navy with your two boys? Here's how to keep your warriors at peace.

First, cover their room with Armstrong's Linoleum, solving many problems, decorative and practical. For the army side, Tan Jaspé No. 9 creates camp atmosphere without stirring up dust. For the navy side, Azure Blue Jaspé No. 6 forms a convincing sea. Tie both together with chevrons and stars of plain red and white linoleum, inexpensively die-cut. No more will mother be plagued with shabby floors or noise of scuffing feet.

Build in a simple partition about 18 inches from one wall. On either side, paint army and navy vistas, or apply appropriate photo-murals. From here on, the boys will know what to do and will have fun doing it.

Blue, tan, and ivory Linowall finish the walls in this lively room, and a fine troubleproof wall covering it is! As finishing touches to a perfect scheme, add the bugle lamp, the signal flags for window decoration, the two-way desk, and the drum and rope stools.

Armstrong's Jaspé Linoleum Nos. 6 and 9 as shown in room above.

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